

In Keith Vaudeville



Gertrude Hoffman

Whirlwind of Energy
And Versatility Joined
In Gertrude Hoffman

If there is a woman on the vaudeville stage who has the boundless energy and versatility of Gertrude Hoffman, she has yet to be discovered. Standing in the wings of the Palace Theater a few days ago and peering through the complicated jumble of curtains, colored light machines and electricians, all that was visible was a very active figure, dressed in beautifully colored costumes of original design, flitting upon the stage in a rapid-fire dance, or giving one of her imitations of stage celebrities. Only when she is dressed to resemble Olga Petrova, when she enacts a portion of a play the latter has appeared in, does she slacken the speed of her performance.

She rushed from stage to dressing room, two maids struggling to keep pace with her, to change her costumes many times during her thirty minutes on the stage. Seemingly she has so much to do in her whirlwind performance that she has time to see nothing but her audience and her dressing room while it is in progress. But a host of details—people watching her from the wings, the spotlight man, the curtain—everything crowds into her mind. Nothing escapes her.

"When I play on the road it is great fun. None of the things that happen backstage or that I see worries me, but in New York the very same things disturb me. It seems to me that I am too sensitive in the city. Everybody, even the audience, seems to be under a strain. I am told it is the same way throughout the city."

Miss Hoffman has been touring for many months in her elaborate act, accompanied by her husband, Max Hoffman, who makes all the orchestrations for her dances and songs and takes charge of the orchestra while she is on the stage.

"I will not be alone in my next act," Miss Hoffman said. "I'd rather have a small part in a big production than to carry all the responsibility upon my own shoulders. The success attained is not worth the effort and energy needed for the latter. I cannot give too much praise to my husband for his work in orchestration and for his management of the act. I believe he is the best orchestrator in the country to-day."

Some one outside the dressing door was humming the refrain of a popular song.

"Just a minute," Miss Hoffman called.

"All right, mother," a deep voice answered.

"As long as you said mother you may come in," Miss Hoffman replied, and in walked a stalwart, broad-shouldered young man who was presented to The Tribune reporter.

When she impersonates Olga Petrova Miss Hoffman does an excellent bit of dramatic acting.

"But they take me seriously," she complains, "while in other places the impersonation is greeted with many laughs. I am going to stand out there until they do laugh. At the time I see that I am satirizing Mme. Petrova's performance," she said with emphasis.

Hammerstein Tells Plans
For His Coming Season
With Musical Comedies

A bust of the late Oscar Hammerstein occupied a place above the entrance to the London Opera House, which he built. When Sir Oswald Stoll bought the house. He bought the bust remained in its position. One day an acquaintance of Sir Oswald met him on the street and said:

"It's awfully good of you to allow the bust of Oscar Hammerstein to remain outside the opera house, now that you have bought it."

"Why, that isn't Hammerstein; that's Shakespeare," Sir Oswald replied.

Nevertheless the next day the bust was removed.

Arthur Hammerstein, who recently returned from London and Paris, brought this story back with him. Neither in London nor in Paris did he find any plays suitable for production here next season. At the plays that are popular and worth seeing, especially in London, are American productions, he said.

"Then hotel conditions and financial conditions are so bad both in England and in France that it was hardly worth while to spend much time in either country," he said.

Almost as soon as he landed on the shore of Manhattan Island again Mr. Hammerstein heard of the statements and plans of other managers to increase the price of theater tickets next season.

"It will undoubtedly be necessary to increase the prices for tickets to musical plays," Mr. Hammerstein pointed out. "The casts are very large and salaries to actors, chorus girls, stage hands, electricians are increasing and the cost of the elaborate costumes is much more than in the past. Then in many musical productions there are eight or even ten scenes. It seems to me to be ridiculous to charge more than \$2.50 for a ticket to any dramatic production. The casts are usually small; there are few, if any, special costumes needed, and often the same setting is used throughout the play."

For next season Mr. Hammerstein has two productions planned, and for one of them the price of admission will be raised to \$4. This production will be "Tinkle Me," in which Frank Timony will open at the Selwyn Theater about the middle of August. Otto Harbach, Frank Mandel and Oscar Hammerstein 2d are writing the book and lyrics and Herbert Stothart is writing the music. The same authors are also working on a musical comedy to be called "Jimmie," in which Arthur Hammerstein will star. Frances White and feature Ben Welch.

Other Amusement Features
In First Part of This Section

Children's
\$1.25 to \$8.50 Dresses

Specially Priced Tomorrow

\$1, \$1.50, \$2, \$2.50, \$3.50, \$5

ABOUT 350 DRESSES in this group, all astonishing values at these lowered prices, for at former figures they were excellent investments.

Chambrays Gingham Nainsook
Organdie Dotted Swiss

in plain colors, checks, stripes, plaids and in white. Dresses of every wanted type from the simple and practical to those dainty with lace and embroidery; many are hand stitched in effective fashions. Sizes 2 to 6 years, but not in all materials nor all models.

The Prices Quoted for Tomorrow in Many Instances Are Below Wholesale Cost
Second Floor.

Loeser Special Corsets
New \$3.50 Model at \$2.50

OF A DURABLE material, well boned Corsets with medium low bust and long skirt, hose supporters attached. A particularly well made Corset that will give the fashionable lines to the average figure.

And the price tomorrow represents a saving of \$1 a pair.
Second Floor.

Fulton Street.
Bond Street.

Frederick Loeser & Co. Inc.

Livingston St.
Elm Place.

BROOKLYN - NEW YORK

Business Hours 9 to 5:30

COME AND SEE HOW LOESER'S IS
REDUCING the COST of NECESSARIES

"Smith talks well," said a man who was listening to a speech, "but I wonder if he can back up what he says." Perhaps some people have wondered also whether the talk about Loeser's reducing prices on clothing and other necessities was "just talk."

Whether YOU wonder that or not, won't you come in and SEE?

We think we can show you without the shadow or suspicion of a doubt that we HAVE found a way to make some genuine and considerable reductions in the cost of many necessities.

Prices are down. They mean savings. They spread out the purchasing power of your dollar. They open out a new path to economy.

We are telling some of the details on this page but there is a great deal more that you will find out by a visit to the Store, and by watching the Loeser advertising news in the days to come.

There is another point. Much as we should like to do so, we cannot do it all. There are other good stores in this city and we think you may fairly expect them to follow the Loeser lead and find ways to offer more favorable prices on some and the more necessary lines of merchandise than have been possible in the past.

When an emergency comes—a real emergency—New York has never yet failed to measure up to the situation and we do not think New York will fail now.



MUSIC

For Your Summer Home

THE long, tiresome winter is over. Spring is here—and never more welcome. Thoughts are winging to summer homes. Plans are making for happy summer days to come. And summer—most of all the year—means MUSIC. Music for the dances on summer nights. Music to add delight to leisure hours. Music for evenings of song.

At Loeser's

"The Piano House of Brooklyn"

is afforded the broadest choice and the best variety of the instruments that will bring music to your home this summer. There is the greatest variety of Pianos and Player-Pianos of standard makes and proven worth. There is practically the ONLY considerable stock of the highest grade Phonographs—Victrola and Sonora and others.

That is why we invite you to make arrangements NOW for the music you are to enjoy this summer in city or country. That is why we invite you HERE to make your selection.

Player-Pianos

The Famous Kranich & Bach

Kurtzman, Estey,

Milton, Bjur Bros., Gordon

H. M. Cable, Werner, and Others

Prices \$495 and Up

Talking Machines

Victrola

Sonora

and many others in a wide range of styles and Period models in many sizes.

Prices \$25 and Up

Your Own Terms—Within Reason

You may select one of these instruments and pay for it in the most convenient way for you. Why not have it delivered at once and pay for it monthly, if you so desire?

Fourth Floor.

Towels, Towelings, Damask : Spring Sales

LOWEST PRICES quoted in months for Linens of such fine qualities and pretty patterns. Some are lots that were picked up in the market underpriced and are limited in quantities, others represent orders that were contracted for at old time prices.

Good opportunities for spring brides as well as housewives in general.

50c. Toweling, 39c. Yard
Irish Linen Crash Toweling, for dish or roller use, with neat colored borders.
39c. Towels at 29c.
Part linen and part cotton Dish Towels, hemmed, ready for use. Neat blue borders.
25c. Huck Towels at 19c.
35c. Huck Towels at 25c.
Extra quality Towels.
69c. Turkish Towels, 59c.
Extra large size Turkish Towels with hemmed ends.
\$1.50 Table Damask, \$1 Yard
Bleached mercerized Table Damask, full bleached, in floral patterns.
\$2.50 Table Damask, \$1.98 Yard
Part linen and part cotton Table

Damask, 70 inches wide. Full bleached. Floral patterns.

\$8.50 Napkins, \$7.50 Dozen
Irish linen Napkins, 22 inches square, Floral designs.

\$8.75 Pattern Table Cloths, \$6.75
Irish linen Pattern Table Cloths, 70x72 inches, full bleached, with borders all around. Floral patterns.

\$4.50 Table Cloths, \$2.98
Mercerized damask Table Cloths, in neat floral patterns, 68x86 inches.

\$4.50 Pattern Table Cloths, \$3.50
Floral patterns, 70x70 inches.

\$4.75 Round Scalloped Table Cloths, \$3.98
Floral designs, 70 inches in diameter. Main Floor.

Lingerie Values That Will
Tempt the Thrifty Woman

DISPITE the little prices every garment is as dainty and pretty as can be, and made, as all Loeser lingerie must be, with careful regard for quality and neat finishing details. As instances of the economies:

\$1.49 to \$1.75 Envelope Chemises at \$1.25

A group of about 150 Chemises in the popular Envelope styles, made of soft, serviceable cotton and effectively lace trimmed.

Combination Garments, Special, \$1.25

Both the Petticoats and Drawer combinations, in simple, well made styles, lace trimmed.

Nightdresses, Special \$1.79
Pink and white crepe slip-on Gowns, with lace edges, and others of batiste in tailored styles; many have been selling at \$1.98.

Batiste Bloomers, Special \$1.25
Bluebird patterned batiste of fine quality, in garter finished Bloomer models, ruffled and of full size.

Lingerie Petticoats, \$2.98 & \$3.98
A collection of new Petticoats, regular and a few extra size models of every wanted style. Soft white cottons, with

flounces, embroidery or lace trimmed; some with double panels and underlay, shadow-proof styles to wear with sheer frocks.

Silken Camisoles, Special 75c
About 150 of these very pretty under-bodies of pink washable satins and crepe de chine; many styles, but an incomplete range of sizes; excellent choosing, however, in the assortment.

Silken Envelope Chemises, \$4.98
Very good quality of crepe de chine in a number of particularly pretty styles, formerly higher priced.

Wash Satin Bloomers, \$4.98
Garter finished models of a superior quality satin, full size, and very well made.

Second Floor.

A Sale of Sports Hats
Specially Priced \$3.95

WORSTED STITCHED HEMP HATS in white with the soft wool woven into the straw in clever fashion. Flexible, featherweight and inexpressibly jaunty in style, for the shapes have high crowns and are in the most becoming

Mushroom, Rolling, Side Flare

effects. Some are banded with grosgrain ribbon, others boast cords and tassels of the worsted. In bright sport colors, in all white, and in navy and white.

Second Floor.

Women's 3-Eyelet Ribbon
Ties

Very Special at \$7.35 & \$7.90
SUCH VALUES would be remarkable even if the season were far advanced. At its very beginning it is of immense interest to every woman because the three-eyelet Tie is one of the smartest of this season's Shoe fashions.

One model is of dark brown kidskin, the other is of patent leather, both are designed on narrow plain toe lasts with French heels of leather. Good weight soles. In a full range of sizes.

Main Floor, Elm Place.

130 Women's and Misses'

Navy Tricotine and Taffeta Frocks
Sale Tomorrow at \$33.50

A SPECIALLY PURCHASED collection of smart new street Dresses in the most fashionable fabrics, the most wanted colors of the season.

A Dozen Distinctive Models

That Should Sell at \$49.50 \$55 \$59.50

Dresses of the tailored types cleverly styled and superior in every detail of making and finish.

Women's sizes, 34 to 42 bust. Misses' sizes, 14, 16 and 18 years.
Fifth Floor.

Spring's Smartest Silks

\$3.98 All Silk Crepe de Chine, \$2.98

(A Dollar a Yard Reduction)

Standard quality, all silk, 40 inches in width. Fashionable shades for street and evening wear; black; flesh and white for lingerie.

\$3.48 All Silk Georgette Crepes, \$2.38

A fine crepe weave in a serviceable quality; pure silk, 39 to 40 inches in width. An assortment of the most wanted colors.

\$3.98 Black Chiffon Satin, \$2.98

A soft, rich quality of Costume Satin that will give excellent wear; yard wide.

\$4.50 Colored Chiffon Taffeta, \$3.50

In lovely evening shades; pastel and high colors for dancing and reception frocks; yard wide

\$4.98 Black Satin Charmeuse, \$3.50

A very unusual saving on this 40-inch pure silk black Charmeuse of high luster. A limited yardage only.

\$4.50 All Silk Crepe de Chine, \$3.50

Black and colored Crepe de Chine; all pure silk, in a fine range of both street and evening shades; width 40 inches.

\$3.98 Printed Georgette Crepes, \$2.98

New patterns of especial charm, in beautiful color combinations; all silk; width 40 inches.

Fine Mesh Silk Tricolette, \$4.39

These are the fine close knit tricolettes that are in great demand for smart costumes, over-blouses, skirts, sweaters, etc. An extensive range of choice colors, white, black and the modish navy blue. Sold as not quite perfect. None C. O. D.
Main Floor.

Loeser's Presents Extraordinary Values in

Porcelain and China Dinner Sets

IN NORMAL TIMES the Porcelain and China used in this country is imported, so you see how dependent we are on foreign countries for our supply.

During the war we received more of this class of goods than at the present time. Why? Because France and England sent their entire export output to us, since the seas to other countries were unsafe for ships, to say nothing of China and Porcelain.

Now those countries are resuming their general export trade and the result is a greater shortage than ever in this country.

Fine Porcelain Dinner Sets

\$19.98 Dinner Sets at \$16.98

Fine porcelain, 52 pieces; border decoration or rose and geometrical design in pink and black with gold edges.

\$25 Dinner Sets at \$19.98

Fine porcelain, 51 pieces; border of rich royal blue band set between two gold lines, gold edges and coin gold handles.

\$30 Dinner Sets at \$25

Fine porcelain, 52 pieces; rich wide border design, pink, roses set in gold and black panels with scroll, gold edges and coin gold handles.

\$45 Dinner Sets at \$25

English porcelain, 95 pieces; in an under-glaze wide floral border decoration, soft blue gray coloring; handles trimmed in color.

\$35 Dinner Sets at \$29

Fine porcelain, 95 pieces; rich border decoration in conventional design in green and red, coin gold handles; gold edge.

\$50 Dinner Sets at \$35

English porcelain, 100 pieces; Flordora style with wide border in eight colors.

\$50 Dinner Sets at \$39

Two styles, 100 pieces; a rich border design with pink roses, panels and scroll in black and old gold, also a fine Colonial design with plain gold and black border, coin gold handles.

Fine Imported China Dinner Sets

Included are floral spray and border designs, broad gold bands, bands of encrusted gold; 100-piece combination sets; complete service for 12 people.

At \$39

Choice of two very pretty designs; a delicate pink wild rose cluster with green foliage traced with gold; also a tea rose cluster with traces of pink and contrasting foliage; every piece traced with gold.

At \$75

This set has a new design inside a double conventional border of pink rose wreaths broken at intervals with garland of roses; knobs and handles are covered with best coin gold; 100 pieces; service for 12 people.

\$3.98 Cut Glass Fruit or Salad Bowls at \$2.98

One hundred of these pretty Bowls at this price; heavy clear crystal, in a rich combination of chair-bottom, diamond and floral cutting.

\$7.98 Cut Glass Nut Bowls at \$4.98

Fancy shapes in allover combination hobnail and cosmos cutting, the flowers being in French gray finish, with diamond cut centers.

Other Splendid Values in Cut Glass

The offering includes Bowls for fruit or salad, Sugar and Cream Sets, Water Pitchers, Flower Vases, Ice Cream Trays, Relish Dishes and receptacles of various kinds. The styles and cuttings are many, including floral, deep miter and various combinations of the two.

\$4.98 8-inch Nappies at \$3.98 \$7.98 Celery Trays at \$4.98 \$12.98 Ice Cream Trays at \$7.98
\$4.98 Footed Fruit Bowls at \$3.98 \$7.98 Ice Cream Trays at \$5.98 \$11.98 Flower Vases at \$9.98
\$4.98 Compartment Relish Dishes \$7.98 Water Pitchers at \$5.98 \$14.98 Water Sets at \$11.98
at \$3.98 \$8.98 Water Pitchers at \$6.98 \$14.98 Layer Cake Trays at \$11.98
\$5.98 Sugar and Cream Sets \$4.98 \$9.98 Water Pitchers at \$7.98 \$19.98 Ice Cream Trays at \$14.98
\$5.98 Flower Vases at \$4.98 \$9.98 Flower Vases at \$7.98 \$19.98 Water Sets at \$18.98
Basement.